[Just Eat It](http://www.foodwastemovie.com/)

This Canadian documentary is a powerful glimpse into the issue of food waste and raise awareness with your community.

Publicise a community screening of the film. Invite the public, key stakeholders, council staff to attend. Promote the LFHW New Zealand website and encourage people to promote and sign up for facebook and to receive the newsletter

* Look to see if you can partner with your local food rescue group / food bank.
* You could hold it as a fund raiser for your local food bank. Entry by donation of food or money
* You could invite a chef along to do a cooking demonstration after the movie using rescued food
* You could have supper after the film using food rescued from local cafes

To host a community screening you will need to purchase a community license from [here.](http://www.foodwastemovie.com/host-a-screening/)

The cost of the license depends on how many people you anticipate attending

* Small up to 50 people $150 CA + $10 shipping
* Medium up to up to 100 people $250 CA + $10 shipping
* Big 100 – 350 people $400 CA + shipping

Notes:

* Allow up to ten days for the film to be sent out.
* Once you have shown the film you need to send the copy of the film back to the filmmakers
* If you decide to hold the evening as a fund raiser for your local food bank, then the filmmakers will provide you with a 50% discount. However your local food bank will need to order the film and be reimbursed. Please put “Food Rescue Organization” in the message box on the booking form.

A toolkit for running the event can be downloaded [here](http://www.foodwastemovie.com/wp-content/uploads/2015/04/Host-Your-Own-Screening-JEI.pdf)

**Waimakariri hosted a screening in partnership with their food rescue group. You can read their experience below**

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| **Event Type** | Just Eat It Film Screening as charity fundraiser |
| **Total Cost** | What was the total cost of the event (excluding staff time)  *$1,652.32 catering & movie costs* |
| **Main Expenses** | What were your main expenses? E.g. venue; catering; additional paid staff  *Catering ($1,440 for 93 people)* |
| **License** | What license type did you get? *Medium*  Was it easy to get a licence? *NB the movie was in Blu-Ray format so it’s important to have somewhere that can screen that format.* |
| **Admission** | Did you charge for admission? *Yes, $15 per ticket*  Did you partner with a Food Rescue Group? *Yes, Satisfy Food Rescue who got all the ticket sales income* |
| **Donations / Free** | What if any expenses did you not have to pay because they were free/ sponsored/ donated?  *Venue was free as it was a council-owned building and council-supported event. The venue charge would normally have cost $1,100 for charity event.* |
| **Attendance** | How many attended? *93*  How many could have attended? I.e. did you reach capacity? *93 – yes reached capacity* |
| **Activities on the night** | Did you have any other activities at the film screening e.g. q and a cooking demo etc. – *we had pre-screening drinks & nibbles for about 1 hour before the movie began. The stall was up so there was plenty of time for people to find out information about LFHW*  Would you recommend holding a movie screening to other councils or not?  *Yes, assuming you can get free venue, or one that can hold a lot of people, otherwise it could be a costly event that doesn’t reach a lot of people. Plus you really only get the keen environmentally aware people (and partners) coming along to the movie, unless it’s part of something larger.* |
| **Preparation time** | How resource intensive was the event to organise? I.e. number of staff involved or amount of time needed  *The organisation wasn’t too onerous. We met with the cinema owner a few times and he was most helpful, organised the catering through him as well, and the ticket sales were at the cinema or on line (which they organised on their website), the stall was easy to set up on the night – the main effort was in promotion via social media etc.* |
| **Time on the day** | How many people did you require on the day of the event? *4-5*  How many were paid staff and how many volunteers? *2 paid staff, 2-3 were volunteers. Plus 2 catering staff, and sundry children taking the food around to people.*  Did you have enough people or too many? *Enough* |
| **Outcomes** | How pleased were you with the event? In terms of attendance? Feedback? Participation?  *Very pleased – delighted that it was a sell-out; even the non-eco-friendly partners took some of the messaging home; everyone seemed to enjoy the movie and the pre-screening event.* |
| **What would you do differently? Recommendations for others** | Would you run an event like this again? What would you do differently? What would you recommend to others wanting to do something similar?  *Yes, I would run it again – possibly do an open-air community screening where we can get more people, but that would only be possible in warmer weather; or at a local hall.*  *I’d try to get more buy-in from other community groups to bolster numbers and awareness. Allow sale of tickets by individuals: it was easier for us to control via on-line sales as the seating was limited but if we didn’t have that concern, then people could have taken tickets to work and sold to workmates.*  *Possibly have a food donation for entry fee as well, for the food rescue group, but the $ raised was very helpful to our group as it was ‘no strings attached’.* |